

CLAIMS

What is claimed is:

- 1 1. A method for controlling the presentation of advertisements, comprising
2 the steps of:
3 collecting weather condition information;
4 determining which advertisements are appropriate for presentation based upon the
5 weather condition information; and
6 facilitating presentation of appropriate advertisements.
- 1 2. The method of claim 1, wherein the weather condition information
2 comprises current local weather conditions.
- 1 3. The method of claim 2, wherein the current local weather conditions are
2 measured with a local sensing unit.
- 1 4. The method of claim 1, wherein the weather condition information
2 comprises weather forecast information.
- 1 5. The method of claim 4, wherein the weather forecast information is
2 obtained via a network.

1 6. The method of claim 1, wherein the step of facilitating presentation of
2 appropriate advertisements comprises transmitting the appropriate advertisements to a
3 display unit.

1 7. The method of claim 6, wherein the display unit is mounted to a fuel
2 pump.

1 8. The method of claim 1, further comprising the steps of determining the
2 current local time and determining which advertisements are appropriate for presentation
3 based upon the current local time.

1 9. The method of claim 1, wherein different advertisements are selected for
2 presentation as the weather condition information changes.

1 10. A system for controlling the presentation of advertisements, comprising:
2 means for collecting weather condition information;
3 means for determining which advertisements are appropriate for presentation
4 based upon the weather condition information; and
5 means for facilitating presentation of appropriate advertisements.

1 11. The system of claim 10, wherein the weather condition information
2 comprises current local weather conditions.

1 12. The system of claim 11, wherein the means for measuring the current local
2 weather conditions comprises a local sensing unit.

1 13. The system of claim 10, wherein the weather condition information
2 comprises weather forecast information.

1 14. The system of claim 10, wherein the means for facilitating presentation of
2 appropriate advertisements comprises a display unit that is mounted to a fuel pump.

1 15. The system of claim 10, further comprising means for determining the
2 current local time and means for determining which advertisements are appropriate for
3 presentation based upon the current local time.

1 16. Advertisement presentation control software stored on a computer
2 readable medium, comprising:
3 logic configured to collect weather condition information;
4 logic configured to determine which advertisements are appropriate for
5 presentation based upon the weather condition information; and
6 logic configured to facilitate presentation of appropriate advertisements.

1 17. The software of claim 16, wherein the weather condition information
2 comprises current local weather conditions.

1 18. The software of claim 16, wherein the weather condition information
2 comprises weather forecast information.

1 19. The software of claim 16, further comprising logic configured to
2 determine the current local time and logic configured to determine which advertisements
3 are appropriate for presentation based upon the current local time.